

ORDER



Orders	Order / Rev:	363111
	Alt Order #:	06864206
	Product Desc:	SHELLEY BERKLEY
	Estimate:	
	Flight Dates:	10/17/12 - 10/22/12
	Original Date / Rev:	10/16/12 / 10/16/12
	Order Type:	GENERAL

KTNV - Las Vegas

Primary AE:	Anjanette Brady
Sales Office:	PPH
Sales Region:	NAT

Agency	Name:	Shorr, Johnson, Magnus
	Buying Contact:	
	Billing Contact:	
		1831 Chestnut St.
		Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Berkley/D/Senate
	Demographic:	A35+
	Product Codes:	PL Other
	Priority:	P-01
	Revenue Codes:	AGY-TRANS, POL CAND, CAND

New Business Thru: _____
 Order Separation: 00:10:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	11	\$3,375.00	\$2,868.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	11	\$3,375.00	\$2,868.75	0.00
Totals	11	\$3,375.00	\$2,868.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KTNV - Las Vegas	22%	\$3,375.00
Market	100%	\$15,340.91

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$4,909.09
KLVX	0%	\$0.00
KMCC	0%	\$0.00
KSNV	20%	\$3,068.18
KTUD	0%	\$0.00
KVMY	0%	\$0.00
KVVU	25%	\$3,835.23
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$153.41

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTNV	10/17/12	10/19/12	M-F 7-9a Good Morning America	CM	M-F 7-9a	--WTF--	:30	4	\$325.00	P-05	0.00	NM	4	\$1,300.00

Order / Rev: 363111
 Alt Order #: 06864206
 Flight Dates: 10/17/12 - 10/22/12

Advertiser: Berkley/D/Senate
 Product Desc: SHELLEY BERKLEY
 Estimate:

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
GOOD MRN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--			4		\$325.00		0.00				
E 2	KTNV	10/22/12	10/22/12	M-F 7-9a Good Morning America	CM	M-F 7-9a	M-----	:30	1	\$325.00	P-05	0.00	NM	1	\$325.00
GOOD MRN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$325.00		0.00				
E 3	KTNV	10/17/12	10/19/12	M-F 11-12p Action News	CM	M-F 11-12p	--WTF--	:30	4	\$300.00	P-03	0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--			4		\$300.00		0.00				
E 4	KTNV	10/22/12	10/22/12	M-F 11-12p Action News	CM	M-F 11-12p	M-----	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$300.00		0.00				
E 5	KTNV	10/20/12	10/20/12	Sat 6a Sat 6a-7a	CM	Sat 6a-7a (6:00 AM-6:30 AM)	-----S-	:30	1	\$250.00	P-01	0.00	NM	1	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$250.00		0.00				
													Totals	11	\$3,375.00